

# MONEY!

## HELP US TO ESTABLISH THE CURRENT ECONOMIC IMPACT OF THE ARTS IN CALIFORNIA

Dear Arts Leader:

We are contacting you to ask for your support and assistance in a critically important project to identify and categorize the economic impact of arts and culture in California.

Your organization is one of 3,000 selected from a random sample of all of the state's non-profit arts and cultural organizations to provide us with crucial data. We cannot emphasize too strongly how important your participation in this survey is to the final outcome. Please complete and return the enclosed survey by July 31st.

If you would prefer to complete the survey electronically, please go online to [www.nettango.com/survey](http://www.nettango.com/survey). Links to this site are also available from the CAC's website ([www.cac.ca.gov](http://www.cac.ca.gov)) and other partner websites. Note: If you choose to complete the survey online, you must use the bar code number assigned to your organization. You will find the bar code number on the address label of this mailing.

If you have any questions or need clarification, please contact Dr. Eric Thompson, Project Economist at: [ecthom1@pop.uky.edu](mailto:ecthom1@pop.uky.edu). Or you may call Dr. Thompson between 7:30 am and 4:00 pm any weekday at 859/269-6407. If you would prefer to complete the Survey in Spanish, please contact Angela Johnson at 415/752-7699 or by e-mail at [documento\\_de\\_ca-arte@mindspring.com](mailto:documento_de_ca-arte@mindspring.com)

Results of this Economic Update can be used by every arts organization in the state to establish the economic value and impact of arts and culture at every level – local, state and federal. It will be the benchmark for the next decade. **YOUR help will make it a tool of value to everyone.** Thank you in advance for your participation.

Kindest regards,

BARBARA GEORGE  
Chair

BARRY HESSENIUS  
Director